

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
		("7016866").URPN.	USPAT	OR	OFF	2012/02/29 10:00
S1	1	"7130808".pn.	US-PGPUB; USPAT	OR	ON	2012/01/03 11:55
S2	13	("20030195837"   "20050039206"   "5371673"   "5727129"   "5809481"   "5848397"   "5873068"   "5884305"   "5937037"   "5937392"   "6128651"   "6161127"   "6182059").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2012/01/03 11:55
S3	12	("7130808").URPN.	USPAT	OR	OFF	2012/01/03 12:10
S4	29	target\$4 with message with advertis\$6 with interactive	US-PGPUB; USPAT	OR	OFF	2012/01/03 12:12
S5	25	US-1046809-\$.DID. OR US-5727129-\$.DID. OR US-5848397-\$.DID. OR US-2081998-\$.DID. OR US-5884305-\$.DID. OR US-5937392-\$.DID. OR US-5809481-\$.DID. OR US-5873068-\$.DID. OR US-5937037-\$.DID. OR US-6128651-\$.DID. OR US-6161127-\$.DID. OR US-2122000-\$.DID. OR US-6182059-\$.DID. OR US-5617538-\$.DID.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/02/28 14:45
S6	14	US-1046809-\$.DID. OR US-5727129-\$.DID. OR US-5848397-\$.DID. OR US-2081998-\$.DID. OR US-5884305-\$.DID. OR US-5937392-\$.DID. OR US-5809481-\$.DID. OR US-5873068-\$.DID. OR US-5937037-\$.DID. OR US-6128651-\$.DID. OR US-6161127-\$.DID. OR US-2122000-\$.DID. OR US-6182059-\$.DID. OR US-5617538-\$.DID.	US-PGPUB; USPAT	OR	OFF	2012/02/28 14:46
S7	4	segment\$3 with customer with performance with (advertis\$6 or message)	US-PGPUB; USPAT	OR	ON	2012/02/29 09:11
S8	2874	segment\$3 with (customer or consumer or client or user) with (advertis\$6 or commercial or promotion)	US-PGPUB; USPAT	OR	ON	2012/02/29 09:14
S9	61583	segment\$3 with (customer or consumer or client or user)	US-PGPUB; USPAT	OR	ON	2012/02/29 09:14
S10	1009	segment\$3 with (customer or consumer or client or user) with demographic	US-PGPUB; USPAT	OR	ON	2012/02/29 09:14
S11	234	S10 AND (advertis\$6 or promotional or commercial) with performance	US-PGPUB; USPAT	OR	ON	2012/02/29 09:15
S12	1009	segment\$3 with (customer or consumer or client or user) with demographic	US-PGPUB; USPAT	OR	ON	2012/02/29 09:23
S13	234	S12 AND (advertis\$6 or promotional or commercial) with performance	US-PGPUB; USPAT	OR	ON	2012/02/29 09:23
S14	3	S13 AND allocat\$3 with message	US-PGPUB;	OR	ON	2012/02/29

			USPAT			09:23
S15	1	"7016866".pn.	US-PGPUB; USPAT	OR	ON	2012/02/29 09:32
S16	34	("20010014868"   "20020023051"   "5592375"   "5680305"   "5734720"   "5754938"   "5754939"   "5835087"   "5845266"   "5848396"   "5937387"   "5950173"   "5983200"   "6012046"   "6029195"   "6038554"   "6092049"   "6098051"   "6108640"   "6112181"   "6134548"   "6219654"   "6266649"   "6269339"   "6272467"   "6324517"   "6330547"   "6400996"   "6418424"   "6460036"   "6526387"   "6578011"   "6606744"   "6675149").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2012/02/29 10:00

**3/ 12/ 2012 11:02:36 AM**  
**C:\ Users\ mmacasiano\ Documents\ EAST\ Workspaces\ 10017074 01\_03\_2012.wsp**